

Message Text

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TAGS: BTRA, BEXP, JA

SUBJECT: FOREIGN BUYERS PROGRAM: NATIONAL HOUSEWARE SHOW,
CHICAGO, JULY 1976

1. GROUP OF 30 JAPANESE BUYERS CONSISTING MAINLY OF CHAIN STORE
REPRESENTATIVES (VOLUNTARY CHAINS AS WELL AS REGULAR CHAINS) BY
OUR BEST ESTIMATE BOUGHT U.S.\$1,125,000 IN SPOT SALES AT SUBJECT SHOW.

PROJECTED PURCHASES DURING COMING YEAR ARE \$2,563,000.

2. 53 PERCENT OF BUYERS SAID THERE WERE MANY INTERESTING U.S.
PRODUCTS IN THE CHICAGO HOUSEWARE SHOW, 41 PERCENT SAID THAT THERE
WERE SOME INTERESTING PRODUCTS, AND 6 PERCENT SAID THERE WERE
NO INTERESTING PRODUCTS IN THE SHOW.

3. MOST SALABLE PRODUCT LINES FOR JAPANESE HOUSEWARE MARKET INCLUDE:
DESIGN ORIENTED PRODUCTS SUCH AS DANSK'S HOUSEWARES, IDEA GOODS
SUCH AS LIQUID CRYSTAL THERMOMETERS, FASHION ORIENTED PRODUCTS.
THOSE PRODUCTS MUST BE BOTH PRACTICAL AND FUNCTIONAL, PLASTIC,
GLASS, WOOD AND METAL PRODUCTS ARE ALL WELL ACCEPTED.

4. BUYERS COMMENTS FOLLOWING TRIP INDICATED GENERAL
SATISFACTIN WITH FOREIGN BUYERS PROGRAM, HOWEVER, FOLLOWING
SUGGESTIONS OFFERED. (1) HAVE U.S. EXHIBITORS OFFER CIF
JAPAN INSTEAD OF FACTORY PRICE. (2) MORE INTERPRETERS NEEDED.
(3) PROVIDE MORE ADVANCE INFORMTION ON SHOW. (4) U.S.
EXHIBITORS SHOUD HAVE BETTER UNDERSTANDING OF THE F.B.P.

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